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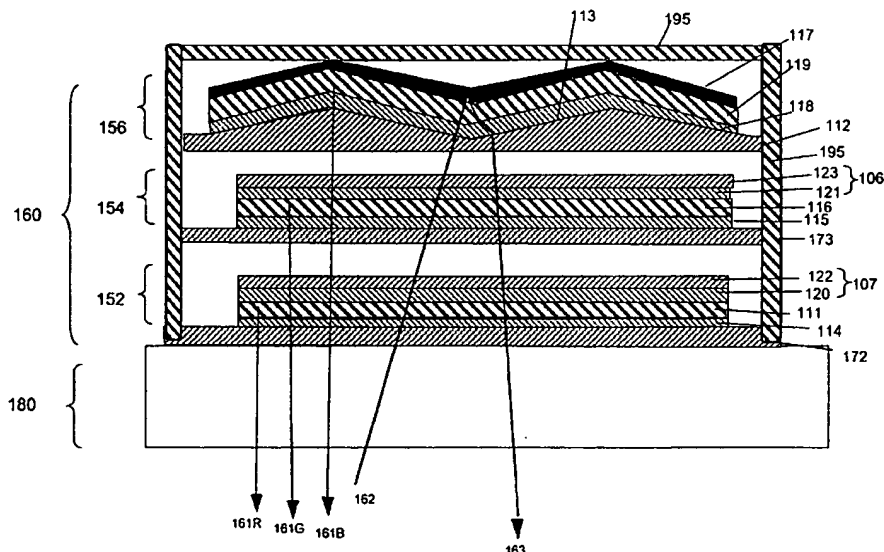
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(54) Title: TRANSFLECTIVE DISPLAY HAVING FULL COLOR OLED BACKLIGHT



(57) Abstract: Disclosed is a conventional Organic light emitting diode (OLED)(156) having one reflective electrode in combination with a least one transparent OLED in stacked configuration functioning as backlighting in a transmissive display apparatus such as a liquid crystal display (LCD) (180). Preferably, at least two transparent OLEDs (154, 152) are arranged in a stacked configuration with one conventional OLED (156), each of the three OLEDs emitting light of a different bandwidth (161N, 161G, 161B). The reflective electrode (117) located behind the backlight also serves as a reflecting plate for the display. This arrangement enhances reflectivity and permits color sequencing in the transmissive mode, allowing all the components of a full color display (i.e. red, green, blue) to emit through the same pixel without the need for a color filter

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